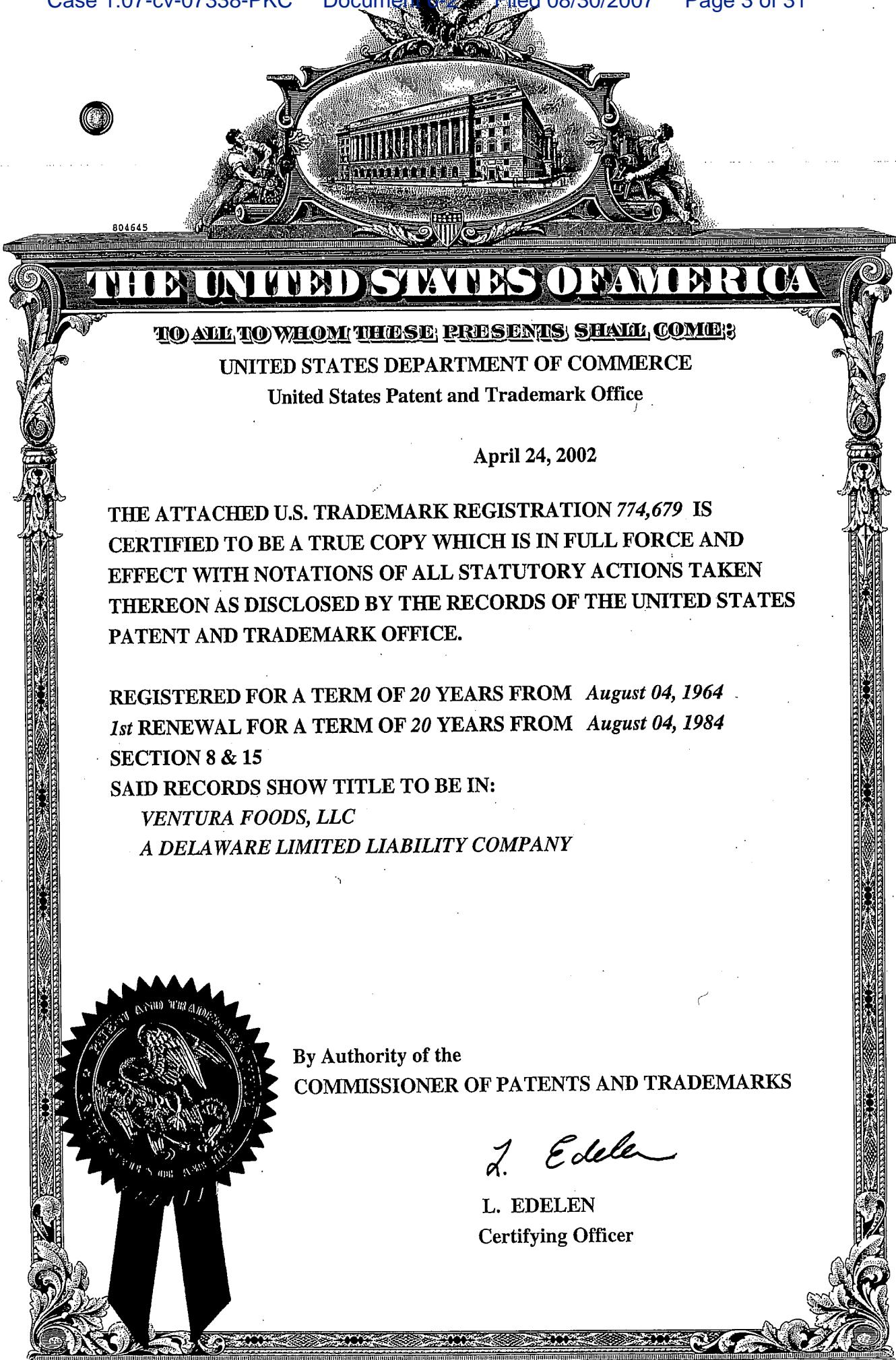


Ventura Declaration Exhibit A –	MEL-FRY registration, including assignment history
Ventura Declaration Exhibit B –	original MEL-FRY label
Ventura Declaration Exhibit C –	1984 and 2004 MEL-FRY renewal specimens
Ventura Declaration Exhibit D –	Supreme's U.S. Trademark Application 78827774
Ventura Declaration Exhibit E1 –	Supreme's products' packaging
Ventura Declaration Exhibit E2 –	Competitors' packaging (BUNGE, AC HUMKO, HUNT WESSON)
Ventura Declaration Exhibit F –	MEL-FRY advertisements
Ventura Declaration Exhibit G –	Complaint and exhibits: Ventura Foods, LLC v. Nice Blends Corporation, U.S. District Court, S.D.N.Y., 02 CV 4519
Ventura Declaration Exhibit H –	Order, May 13, 2003, in 02 CV 4519 (B. Jones, J.)
Ventura Declaration Exhibit I –	Cease and desist letter dated May 22, 2007
Ventura Declaration Exhibit J –	Response letter dated June 28, 2007, from Supreme's counsel

**EXHIBIT A**



# United States Patent Office

774,679  
Registered Aug. 4, 1964

## PRINCIPAL REGISTER Trademark

Ser. No. 158,701, filed Dec. 7, 1962

### MEL-FRY

The Glidden Company (Ohio corporation), doing business as Durkee Famous Foods  
900 Union Commerce Bldg.  
Cleveland 14, Ohio

For: VEGETABLE SHORTENING MARKETED IN  
BULK QUANTITIES, in CLASS 46.  
First use July 21, 1961; in commerce July 21, 1961.



---

Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3514  
[www.uspto.gov](http://www.uspto.gov)

REGISTRATION NO: 0774679    SERIAL NO: 72/158701    MAILING DATE: 09/20/2004  
REGISTRATION DATE: 08/04/1964  
MARK: MEL-FRY  
REGISTRATION OWNER: VENTURA FOODS, LLC

**CORRESPONDENCE ADDRESS:**

RICHARD L. KIRKPATRICK  
PILLSBURY WINTHROP LLP  
CALENDAR/DOCKETING DEPT.  
P. O. BOX 7880  
SAN FRANCISCO, CA 94120-7880

**NOTICE OF ACCEPTANCE**

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

\*\*\*\*\*

**NOTICE OF RENEWAL**

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

\*\*\*\*\*

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):  
046.

SMITH, WYE J  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
(703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION

CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION  
ORIGINAL

---

**REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION**

**I) SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

**II) SECTION 9: APPLICATION FOR RENEWAL**

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

Failure to file the Application for Renewal will result in the expiration of the registration.

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-08-15 18:55:37 ET

**Serial Number:** 72158701 Assignment Information

**Registration Number:** 774679

**Mark (words only):** MEL-FRY

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2004-09-20

**Filing Date:** 1962-12-07

**Transformed into a National Application:** No

**Registration Date:** 1964-08-04

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2004-09-21

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. VENTURA FOODS, LLC

**Address:**

VENTURA FOODS, LLC

40 POINTE DRIVE

BREA, CA 92821

United States

**Legal Entity Type:** Ltd Liab Co

**State or Country Where Organized:** Delaware

---

#### GOODS AND/OR SERVICES

---

**U.S. Class:** 046 (International Class 029)

**Class Status:** Active

Vegetable Shortening Marketed in Bulk Quantities

**Basis:** 1(a)

**First Use Date:** 1961-07-21

**First Use in Commerce Date:** 1961-07-21

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#### ADDITIONAL INFORMATION

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(NOT AVAILABLE)

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#### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

#### PROSECUTION HISTORY

---

2004-09-20 - Second renewal 10 year

2004-09-20 - Section 8 (10-year) accepted/ Section 9 granted

2004-07-29 - Combined Section 8 (10-year)/Section 9 filed

2004-07-29 - TEAS Section 8 & 9 Received

1984-08-04 - First renewal

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

RICHARD L. KIRKPATRICK

**Correspondent**

RICHARD L. KIRKPATRICK  
PILLSBURY WINTHROP LLP  
CALENDAR/DOCKETING DEPT.  
P. O. BOX 7880  
SAN FRANCISCO, CA 94120-7880

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## United States Patent and Trademark Office

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## Assignments on the Web &gt; Trademark Query

## Trademark Assignment Abstract of Title

**Total Assignments: 13**Serial #: 72158701

Filing Dt: 12/07/1962

Reg #: 774679

Reg. Dt: 08/04/1964

Registrant: GLIDDEN COMPANY, THE

Mark: MEL-FRY

**Assignment: 1**Reel/Frame: 0156/0267

Received:

Recorded: 11/09/1967

Pages: 10

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: GLIDDEN COMPANY, THE

Exec Dt: 09/22/1967

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: SCM CORPORATION

Entity Type: CORPORATION

410 PARK AVE.  
NEW YORK, NEW YORK 10022

Citizenship: NEW YORK

Correspondent: THE GLIDDEN CO.

EXECUTIVE OFFICES  
900 UNION COMMERCE BLDG.  
CLEVELAND, OH 44115**Assignment: 2**Reel/Frame: 0577/0044

Received:

Recorded: 09/30/1987

Pages: 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOOD WILL AS OF SEPTEMBER 27, 1986

Assignor: SCM CORPORATION

Exec Dt: 07/20/1987

Entity Type: CORPORATION

Citizenship: NEW YORK

Assignee: DURKEE INDUSTRIAL FOODS CORP.

Entity Type: CORPORATION

SUITE 800  
925 EUCLID AVENUE  
CLEVELAND, OHIO 44115

Citizenship: DELAWARE

Correspondent: DURKEE

925 EUCLID AVENUE  
CLEVELAND, OH 44115**Assignment: 3**Reel/Frame: 0610/0679

Received:

Recorded: 07/21/1988

Pages: 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: DURKEE INDUSTRIAL FOODS CORP.

Exec Dt: 07/14/1988

Entity Type: UNKNOWN

Citizenship: NONE

Assignee: DURKEE FOODSERVICE CORPORATION

Entity Type: UNKNOWN

SUITE 800  
925 EUCLID AVENUE  
CLEVELAND, OHIO 44115

Citizenship: NONE

Correspondent: DURKEE INDUSTRIAL AND FOODSERVICE CORP.

SUITE 800, 925 EUCLID AVENUE  
CLEVELAND, OH 44115**Assignment: 4**Reel/Frame: 0624/0169

Received:

Recorded: 11/04/1988

Pages: 3

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Assignor:** DURKEE FOODSERVICE CORPORATION

**Exec Dt:** 10/14/1988

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** DURKEE INDUSTRIAL FOODS CORPORATION

**Entity Type:** CORPORATION

925 EUCLID AVENUE  
CLEVELAND, OHIO 44115

**Citizenship:** DELAWARE

**Correspondent:** MALINA & WOLSON

60 EAST 42ND STREET  
NEW YORK, NY 10165

**Assignment: 5**

**Reel/Frame:** 0632/0134

**Received:**

**Recorded:** 12/12/1988

**Pages:** 0

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Assignor:** CHASE COMMERCIAL CORPORATION

**Exec Dt:** 12/05/1988

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** DURKEE INDUSTRIAL FOODS ACQUISITION CORP.

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** CHESEBROUGH-POND'S INC.

P.O. BOX 6000  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

**Assignment: 6**

**Reel/Frame:** 0632/0142

**Received:**

**Recorded:** 12/12/1988

**Pages:** 0

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Assignor:** BALTIMORE SPICE INC.

**Exec Dt:** 12/05/1988

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** CHASE COMMERCIAL CORPORATION

**Entity Type:** CORPORATION

MACK CENTRE IV, SOUTH 61 PARAMUS ROAD  
PARAMUS, NEW JERSEY 07652

**Citizenship:** DELAWARE

**Correspondent:** CHESEBROUGH-POND'S INC.

P.O. BOX 6000, 33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

**Assignment: 7**

**Reel/Frame:** 0652/0015

**Received:**

**Recorded:** 05/22/1989

**Pages:** 0

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Assignor:** DURKEE INDUSTRIAL FOODS CORP.

**Exec Dt:** 12/05/1988

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** BALTIMORE SPICE INC.

**Entity Type:** CORPORATION

9740 REISTERSTOWN ROAD  
GARRISON, MARYLAND 21055

**Citizenship:** DELAWARE

**Correspondent:** CHESEBROUGH PONDS INC.

P.O. BOX 6000  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

**Assignment: 8**

**Reel/Frame:** 0640/0704

**Received:**

**Recorded:** 03/02/1989

**Pages:** 2

**Conveyance:** CHANGE OF NAME

**Assignor:** DURKEE INDUSTRIAL FOODS ACQUISITION CORP

**Exec Dt:** 12/07/1988

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** DURKEE INDUSTRIAL FOODS CORP.**Entity Type:** CORPORATION  
**Citizenship:** DELAWARE**Correspondent:** CHESEBROUGH POND'S INC.  
P.O. BOX 6000  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000**Assignment: 9****Reel/Frame:** 0692/0253      **Received:**      **Recorded:** 01/19/1990      **Pages:** 0**Conveyance:** CHANGE OF NAME**Assignor:** DURKEE INDUSTRIAL FOODS CORP.**Exec Dt:** 11/27/1989**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** DIF CORP.**Correspondent:** CHESEBROUGH POND'S INC.  
P.O. BOX 6000  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000**Assignment: 10****Reel/Frame:** 0760/0448      **Received:**      **Recorded:** 12/12/1990      **Pages:** 8**Conveyance:** MERGER**Assignors:** DIF CORP.**Exec Dt:** 06/29/1990**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Exec Dt:** 06/29/1990**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Assignee:** CONOPCO, INC.**Correspondent:** CHESEBROUGH - POND'S USA CO.  
33 BENEDICT PLACE  
P. O. BOX 6000  
GREENWICH, CT 06836-6000**Assignment: 11****Reel/Frame:** 1690/0525      **Received:** 02/27/1998      **Recorded:** 02/18/1998      **Pages:** 5**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** CONOPCO, INC.**Exec Dt:** 12/31/1997**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** VENTURA FOODS, LLC4840 E. DON JULIAN ROAD  
CITY OF INDUSTRY, CALIFORNIA 91746**Correspondent:** PILLSBURY MADISON & SUTRO LLP  
LAURA C. GUSTAFSON  
1100 NEW YORK AVENUE, N.W.  
WASHINGTON, D.C. 20005-3918**Assignment: 12****Reel/Frame:** 1816/0754      **Received:** 12/02/1998      **Recorded:** 12/01/1998      **Pages:** 14**Conveyance:** SECURITY AGREEMENT**Assignor:** VENTURA FOODS, LLC**Exec Dt:** 11/20/1998**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE

**Assignee:** BANK OF TOKYO-MITSUBISHI, LTD., THE, S COLLATERAL AGENT  
SUITE 600  
777 S. FIGUEROA ST.  
LOS ANGELES, CALIFORNIA 90017

**Entity Type:** CORPORATION  
**Citizenship:** CALIFORNIA

**Correspondent:** KAGEI & MATSUNAGA  
GEOFFREY D. MATSUNAGA  
19191 SOUTH VERNON AVENUE  
SUITE 420  
TORRANCE, CA 90502

**Assignment: 13**

**Reel/Frame:** 2882/0071      **Received:** 12/24/2003

**Recorded:** 12/24/2003

**Pages:** 11

**Conveyance:** RELEASE OF SECURITY INTEREST

**Assignor:** BANK OF TOKYO-MITSUBISHI, LTD., AS COLLATERAL AGENT

**Exec Dt:** 12/09/2003

**Entity Type:** CORPORATION  
**Citizenship:** NONE

**Assignee:** VENTURA FOODS, LLC  
40 POINTE DRIVE  
BREA, CALIFORNIA 92821

**Entity Type:** LIMITED LIABILITY COMPANY  
**Citizenship:** NONE

**Correspondent:** GEOFFREY D MATSUNAGA  
19191 SOUTH VERNON AVENUE, SUITE 420  
TORRANCE, CA 90502

Search Results as of: 08/15/2007 06:55 PM  
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350, v.2.0.1  
Web interface last modified: April 20, 2007 v.2.0.1

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**EXHIBIT B**

# OUR WORK IS OUR LIFE

9

YU  
HIGH STABILITY  
QUICK FRYING SHORTENING

## THE STYLING SHOWDOWN

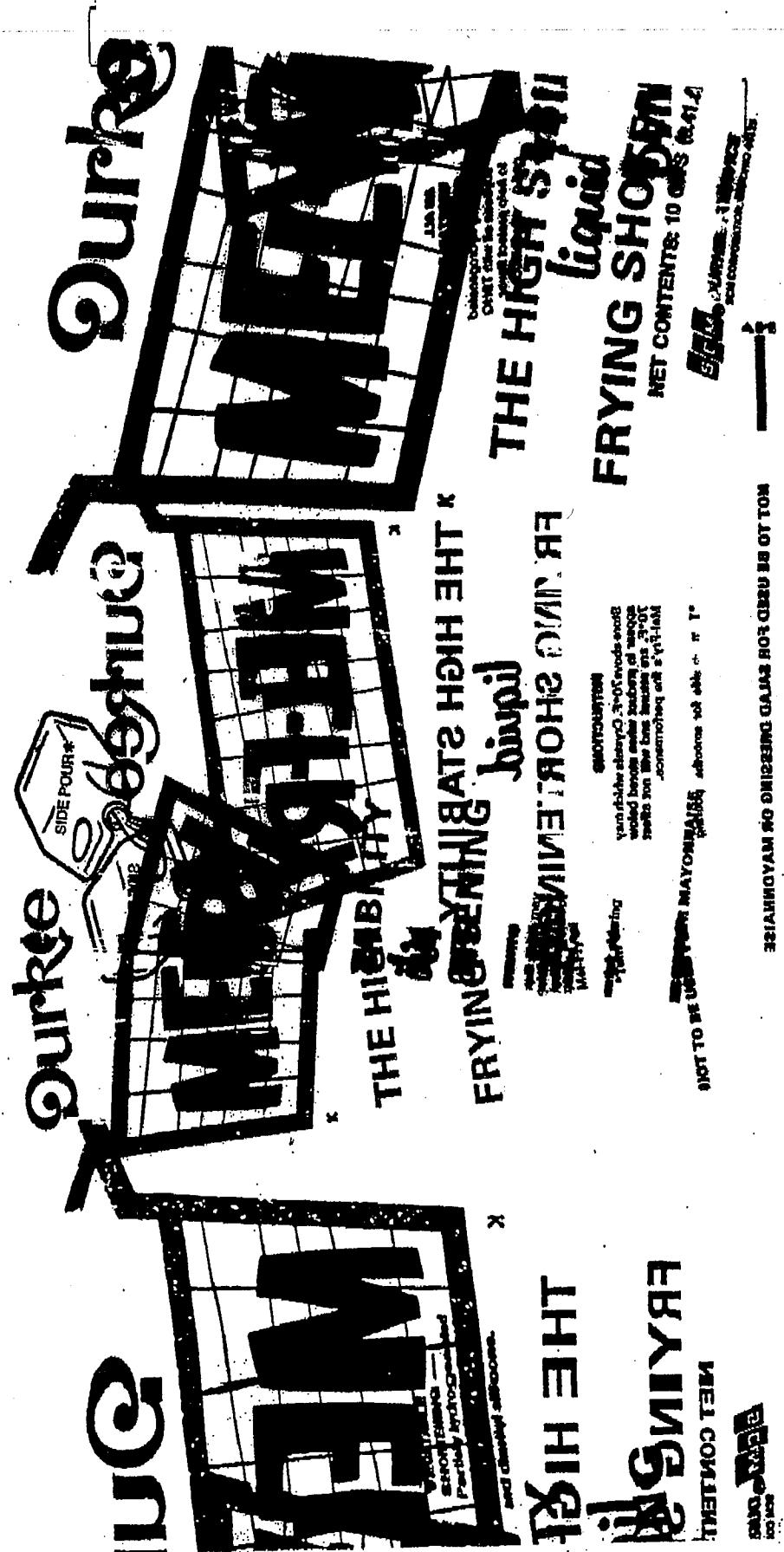


General Chemistry Cleveland Schools 54

Glidden  
Paints  
and  
Coatings

卷之三

**EXHIBIT C**

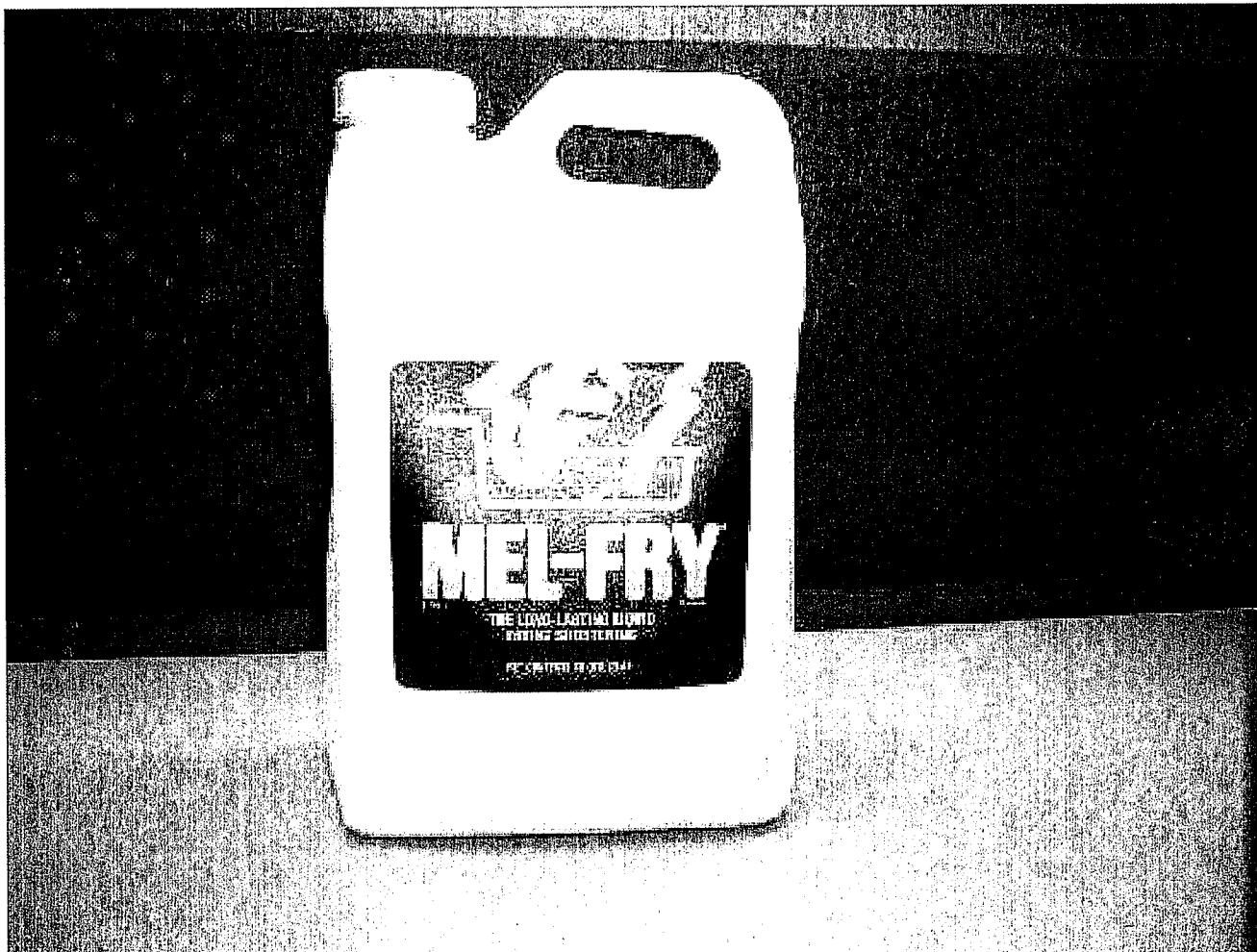


DO NOT USE THIS PRODUCT DURING OR AFTER AN OUTBREAK OF MAYONNAISE

100% MAYONNAISE, 100% MAYONNAISE

06-03-2002 01:05PM CBSI BRLINGTON VA

H. H. 41 703 415 0403



**EXHIBIT D**

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2007-08-15 19:15:34 ET

**Serial Number:** 78827774 Assignment Information

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** MEGA-FRY LIQUID SHORTENING THE LONGEST LASTING FRYING OIL.  
GUARANTEED.

**Standard Character claim:** No

**Current Status:** Opposition period completed, a Notice of Allowance has been issued.

**Date of Status:** 2007-01-09

**Filing Date:** 2006-03-02

**The Notice of Allowance Date is:** 2007-01-09

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 104

**Attorney Assigned:**

PILARO MARK F Employee Location

**Current Location:** 700 -Intent To Use Section

**Date In Location:** 2007-07-11

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. SUPREME OIL COMPANY

**Address:**

SUPREME OIL COMPANY  
80 South Dean Street  
Englewood, NJ 07631  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 029

**Class Status:** Active

Cooking Oil, edible oils, and shortening

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

---

**ADDITIONAL INFORMATION**

---

**Color(s) Claimed:** The color(s) yellow, brown, red, blue, purple, pink, and white are claimed as a feature of the mark.

**Description of Mark and Any Color Part(s):** The color yellow appears in the french fries and the words "LIQUID SHORTENING. THE LONGEST LASTING FRYING OIL. GUARANTEED" and also in the shading of the word mark "MEGA-FRY". The color brown appears in the background of the entire mark. The color red appears in the outline of the word "MEGA-FRY". The color blue appears in the basket. The colors pink and purple appear in the bag holding the french fries. The color white appears in the shading of the word "MEGA-FRY".

**Disclaimer:** "LIQUID SHORTENING" and "THE LONGEST LASTING FRYING OIL. GUARANTEED"

**Design Search Code(s):**

05.11.01 - Beets; Carrots; Parsnips; Potatoes

19.07.01 - Basket; Baskets, bicycle; Baskets, picnic; Baskets, sewing; Picnic baskets; Sewing baskets

26.11.21 - Rectangles that are completely or partially shaded

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

---

2007-07-12 - Assigned To Examiner

2007-07-09 - TEAS Extension Received

2007-01-09 - Notice of allowance - mailed

2006-10-17 - Published for opposition  
2006-09-27 - Notice of publication  
2006-08-29 - Law Office Publication Review Completed  
2006-08-25 - Assigned To LIE  
2006-08-22 - Approved for Pub - Principal Register (Initial exam)  
2006-08-22 - Examiner's Amendment Entered  
2006-08-22 - EXAMINERS AMENDMENT E-MAILED  
2006-08-22 - Examiners Amendment -Written  
2006-08-21 - Examiner's Amendment Entered  
2006-08-21 - Examiners amendment e-mailed  
2006-08-21 - Examiners Amendment -Written  
2006-08-19 - Assigned To Examiner  
2006-03-09 - Notice Of Design Search Code Mailed  
2006-03-08 - New Application Entered In Tram

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Frederick W. Meyers

**Correspondent**

FREDERICK W. MEYERS  
LADAS & PARRY LLP  
224 S MICHIGAN AVE STE 1600  
CHICAGO, IL 60604-2508  
Phone Number: (312) 427-1300  
Fax Number: (312) 427-6663

---

**EXHIBIT E**

**EXHIBIT 1**

**ADMIRATION FOODS**

**Oils & SHORTENINGS**

**ABOUT US** **PRODUCTS** **CONTACT US** **ASK THE CHEF**

**Follow The Leader Since 1945**

## SHORTENINGS

Give your foods the finest taste by using our complete line of high quality liquid shortenings:

### THE MAGIC LINE

Admiration offers you the magic line to meet all your frying needs for the professional chef

#### Magic Fry

- Chef looking for the high performance clear liquid shortening
- Keeps your chicken, potatoes and French Fries golden brown yet dry

#### Magic Chef

- High performance creamy liquid shortening
- Provides you with 100 hours of excellent fry life

#### Magic Choice

- Maintains the quality of Magic Chef yet provides a no trans fat solution
- Healthier alternative that is the lowest cost creamy, no trans fat product on the market today



PRODUCT DESCRIPTION	CASE CODE	PACK/UNIT WT
Clear Magic Fry	22135	35lb

Clear Magic Fry	22117	2/17.5
Clear Magic Fry	22165	6/5 qt
Clear Magic Fry	22183	3/10 qt
Creamy Magic Chef	24235	35lb
Creamy Magic Chef	24265	6/5 qt
Creamy Magic Chef	24283	3/10 qt
Magic Choice zero trans fat	18235	35lb

**Pro Fry**

• Liquid shortening gives you delicious results every time

• Saves you money because it is a high performance product that demands fewer oil changes

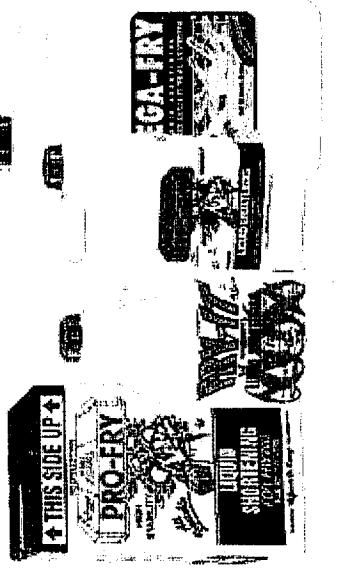
• Conveniently sold in 3 different sizes

**Mega Fry**

• The longest lasting professional frying oil that reaches frying temperature quickly

• All the flavor and remain dry without the greasy aftertaste

• Saves you money because innovative formula lasts longer than any other brand

**PRODUCT DESCRIPTION**

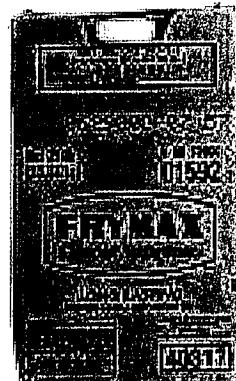
PRODUCT DESCRIPTION	CASE CODE	PACK/UNIT WT
Profry	24135	35lb
Profry	24117	2/17.5
Profry	24183	3/10 qt
Mega Fry	23383	3/10 qt

Conditions of Use Privacy Statement ©2006 - 2007 Admiration Foods All rights reserved.

powered by hang wire

**EXHIBIT 2**

## AC Humko



35#



Hunt/  
Wesson



1-gal



35#

2/17.5#

35#

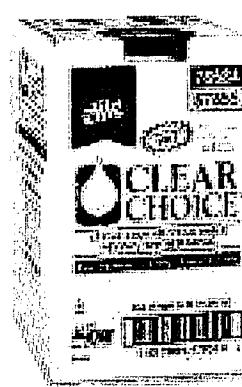
Bunge  
Foods



35#



35#



35#

**EXHIBIT F**

# We offer three shortenings for one reason...



## quality.

- It's a simple fact. Premium quality foods are prepared using premium quality shortening, ensuring satisfied customers and profits.
- Ventura understands that different types of operations have different needs. So we've developed a *line* of premium shortenings, each with a unique performance characteristic.
- The performance of this line is further enhanced with a Deep Frying Quality Management System that



includes our patented Extend-ER manual filter, training materials and fry station management tools.

Contact your Ventura representative toll-free at: 1-877-VENTURA for samples and program information.

**Ventura Foods, LLC**  
Products and Ideas that Work





# The clear winner.

MEL-FRY

Extend-ER

Ventura Fo

Winners are successful. In foodservice, part of your operation's success depends on serving fried foods that are crisp, golden and delicious. Mel-Fry and the Ventura Deep Frying Quality Management System will help ensure that success.

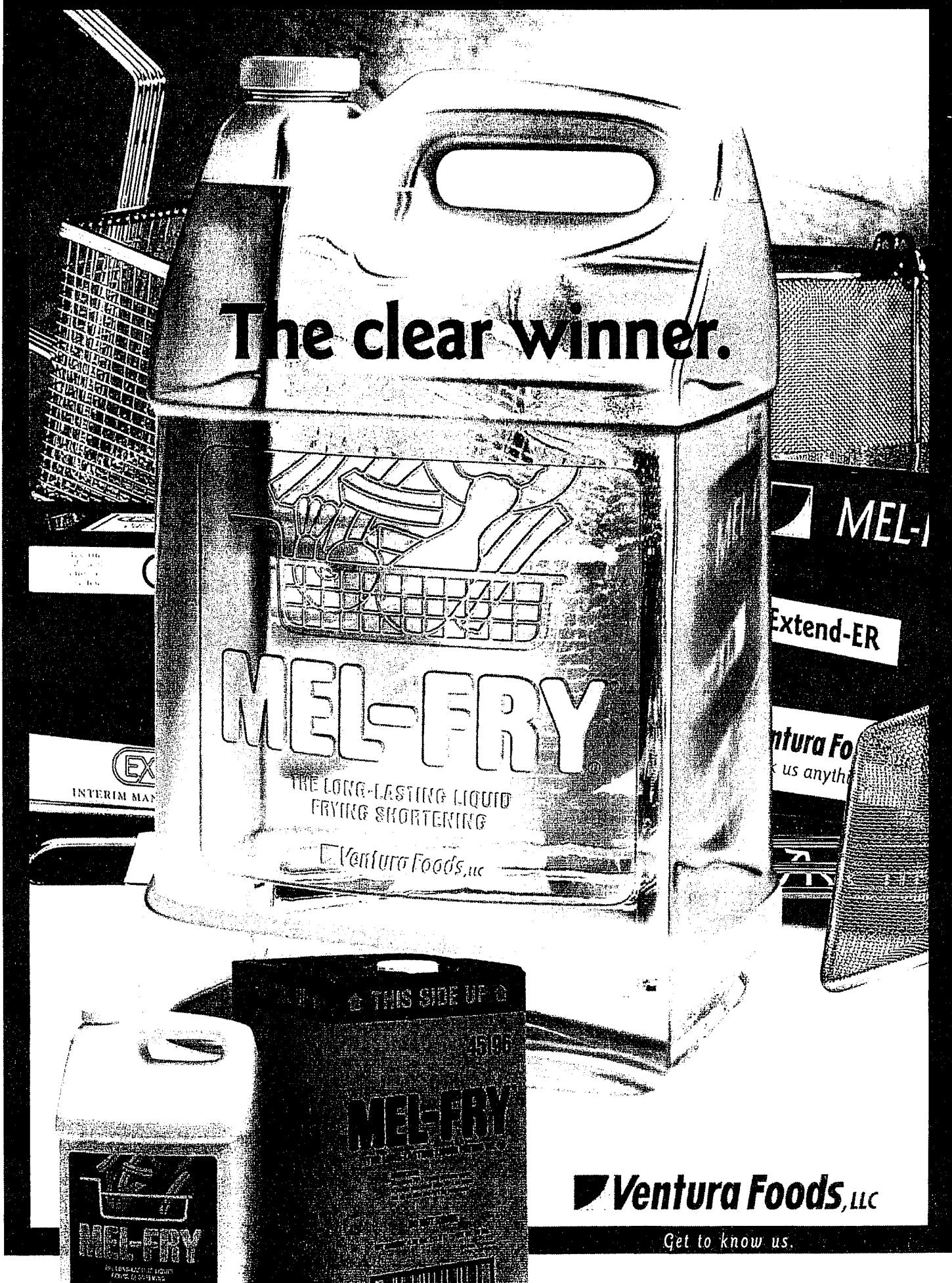
Mel-Fry's filtering process removes impurities and fat solids resulting in longer fry-life and exceptional overall product performance. The result is a premium, 100% pure vegetable shortening that seals in natural juices and produces great tasting fried foods. Combine this with our deep frying quality management program that includes the Extend-ER manual filtering system and you're the clear winner.

Call (800) 771-6368 for information

**Ventura Foods, LLC**

Get to know us.

14840 East Don Julian Rd. • City of Industry, CA 91746  
(800) 771-6368 • [www.venturafoods.com](http://www.venturafoods.com)



The clear winner.

**MEL-FRY**

THE LONG-LASTING LIQUID  
FRYING SHORTENING

Ventura Foods, LLC

THIS SIDE UP

**MEL-FRY**

**MEL-FRY**

THE LONG-LASTING LIQUID  
FRYING SHORTENING

**Ventura Foods, LLC**

Get to know us.